

The following is a comment from Saga Broadcasting, LLC, the licensee of WXVT(TV), Greenville, MS, and is offered to illustrate the licensee's Public Affairs programming commitment and Public Service. WXVT airs thirteen and one half hours of local news per week, approximately one third of WXVT's annual expenses are a result of our local news effort. Scheduled editorials of local interest are included in newscasts. WXVT regularly reviews programming ideas gathered by e-mail or our open door policy. WXVT participates in the AMBER alert program. WXVT just invested approximately \$200,000 for the only live onsite Doppler radar in our broadcast market. We regularly preempt network or other programming during severe weather to update the community. WXVT will preempt network programming on October 30th 2004 to broadcast a two hour local congressional debate. Local political candidates are interviewed during newscasts and public affairs programming on a regular basis.

WXVT airs a locally produced public affairs program each Sunday at 10:30am. The content of this show varies from week to week but includes such things as local charities, local political and community leaders, healthcare professionals, school administrators, etc. The show provides on-air opportunities for local artists, and is timely, i.e. the chairman of United Way is on just prior to that years kick off. Some shows may be divided into as many as three segments, depending on the topic or topics. Not all shows contain matters of a serious nature, but may have a local gardener on with tips on gardening in the delta or local tax expert on during tax time. Guest are sought out to appear on the show and we also get a lot of requests from local groups to appear on the show. Our morning news program, Delta Daybreak, which airs 6am to 7am Monday through Friday also has guests on regularly discussing topics of local interest and concern.

The Public Service efforts are coordinated through our public affairs director, Beverly Ford; she seeks out opportunities to serve our viewing audience with current and relevant public affairs announcements and also schedules regional and national PSAs that we get through national organizations, the NAB and the Mississippi Association of Broadcasters. The spots air throughout the broadcast day, including news, sports and prime. Many of the local PSAs are produced here at WXVT. Here is a partial list of some of the spots we have or are now running:

WXVT Public Service List As of 10/26/04 *all :30's unless noted otherwise

Mississippi Association of Broadcasters - Army National Guard/Time Off
WXVT/March of Dimes - Tennis Tournament
Mississippi State Department of Health - Male Health Awareness
Mississippi State Department of Health - Female Health Awareness
Mississippi Association of Broadcasters - Bed vs. Band Aids
Mississippi Army National Guard - Army National Guard/Time Off :10
St. Joseph/Our Lady of Lourdes - Catholic Schools Week
Mississippi Association of Broadcasters - Gramma
Mississippi Association of Broadcasters - Gramma :10
WXVT/Delta Symphony Association - The Myles Family/Black History Month Tribute
WXVT/Mississippi Memorial Firefighters Burn Association - Trail Ride
WXVT/Washington County Crime stoppers - 2x:60 done weekly
WXVT/Junior Woman's Club - Cutoffs & Crawfish
WXVT/Bolivar County Big Brothers - Effective Fathers
WXVT/American Cancer Society - Bolivar County Relay For Life
Keep Mississippi Beautiful - Trash Bags
Mississippi Association of Broadcasters - Taking Control
Mississippi Association of Broadcasters - Family Reunion

Mississippi Association of Broadcasters - Thunder & Lightening
Mississippi Association of Broadcasters - Future Generations
Mississippi Association of Broadcasters - Medicare Benefits
Honda - Motorcycle Safety
Honda - Motorcycle Safety :10
Mississippi Association of Broadcasters - Shield of Freedom
WXVT/Delta Symphony Association - Pops In The Park
WXVT/American Cancer Society - Delta Survivors
Mississippi Association of Broadcasters - Count on Me
Mississippi Association of Broadcasters - Hunter Safety
WXVT/Keep Greenville Beautiful - Don't Litter
WXVT/Delta Symphony Association - Theodore Wiltzie
WXVT/GACC - Parade :10
WXVT/Harmony Chorus - Community Harmony Concert
Mississippi Association of Broadcasters - MS Dept of Health - Health Fair
WXVT/Delta Symphony Association - Swing Machine
WXVT/GACC - Annual Meeting
WXVT/March of Dimes - Wrestle rock
WXVT/Boy Scouts - Scott Mitchell
WXVT/Boy Scouts - Steve Who?
WXVT/Boy Scouts - John Glenn
WXVT/Boy Scouts - Oath
WXVT/Boy Scouts - Leadership
WXVT/Delta Regional Medical Center - Heart Score
WXVT/Great River Road State Park - Come Visit
WXVT/Alcoholics Anonymous - Call For Help
WXVT/Community Counseling - Serenity
Mississippi State Department of Health - Colonel's Kids
Mississippi State Department of Health - Colonel's Kids :10
WXVT/Alcoholics Anonymous - Call For Help :10
Mississippi State Department of Health - Pregnancy Test Center
WXVT/United Way of Washington County - Delta Regional
WXVT/United Way of Washington County - Master Foods
WXVT/United Way of Washington County - Brinton's US Ax
WXVT/Crime stoppers - Neighborhood Watch :60
WXVT/Community Counseling - Serenity :10
WXVT/Crime stoppers - Generic Call In
Mississippi Department of Health - Kids/Choices
WXVT/American Cancer Society - Sunflower County Relay For Life
WXVT/American Cancer Society - Humphreys County Relay For Life
WXVT/American Literacy Corp. - Super Reader Book Give-Away
WXVT-Black History Month #1
WXVT-Black History Month #2
WXVT-Black History Month #3
WXVT/American Heart Association - Heart Walk
WXVT/March of Dimes - Walk America
WXVT/GACC - January First Friday (Greenville Area Chamber of Commerce)
WXVT/GACC- February First Friday
WXVT/GACC- March First Friday
WXVT/GACC-April First Friday
WXVT/GACC- May First Friday
WXVT/GACC- June First Friday
WXVT/GACC - July First Friday
WXVT/GACC - August First Friday
WXVT/GACC - September First Friday
WXVT/GACC - October First Friday
WXVT/GACC - November First Friday

WXVT/GACC - December First Friday
WXVT/City of Greenville - Greenville Celebrates America
WXVT - Troop Salute #1
WXVT - Troop Salute #2
WXVT - Troop Salute #3
WXVT - Troop Salute #4
WXVT - Troop Salute #5
WXVT/American Cancer Society - Join The Relay
WXVT/Super Reader - Get Kids Reading
WXVT - Support Your Community!
WXVT/Salvation Army - Catherine Booth Center/Domestic Violence
WXVT/Delta Symphony Association - Rogers Tribute
WXVT/Mission Mississippi - Unity
Mississippi Association of Broadcasters - Mosquitoes/West Nile
Mississippi Association of Broadcasters - Mosquitoes/West Nile :10